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Burbank's Experiment Farms

SANTA ROSA, CALIFORNIA
DECEMBER 1st, 1901

The Latest Floral Wonder "SHASTA DAISIES"

(*Chrysanthemum Leucanthemum Hybridum*)

DURING the past few years when "**Shasta Daisies**" were being bred and educated up to their present state more admiration has been bestowed upon them by visitors than upon any other flowering plant growing on my grounds, and with good reason, for today no other flower can compare in extent of usefulness. Their first qualification is hardiness. They can be grown out of doors by everybody where it is not cold enough to kill oak trees. Second, they are perennial, blooming better and more abundantly each season. Third they can be multiplied rapidly by simple division, and they are not particular as to soil. Fourth, they bloom for several months—in California nearly all the year. Fifth, the flowers are extremely large and graceful—averaging about a foot—often more—in circumference, with three or more rows of petals of the purest glistening whiteness, on single, strong, stiff, wiry stems, nearly two feet in length. This peculiar grace and remarkable whiteness cannot, of course, be shown on paper. These "**Shasta Daisies**" should not be confounded with the coarse *Chrysanthemum lacustre* of the Catalogues, or the common "American field daisy" which scatter their seed broadcast, and in some localities have become a nuisance. "**Shasta Daisies**" produce very little seed, but of very large size, and though I have grown the plants by millions each year, not a self sown plant has ever appeared on my grounds.

The "**Shasta Daisies**" have been produced by first combining the weedy but free flowering American species with the rather large, but coarse, European species and the Japanese species (*Nipponicum*), after which rigid selection through a series of years produced the present wonderfully useful and beautiful strain. "**Shasta**" is only the first of the new type, some of which were for the first time exhibited in the window of a prominent florist. Crowds of people visited the establishment to inquire about the latest floral wonder. The blooms when cut remain perfectly fresh and in good condition for two weeks or more. Think, if you can, what other

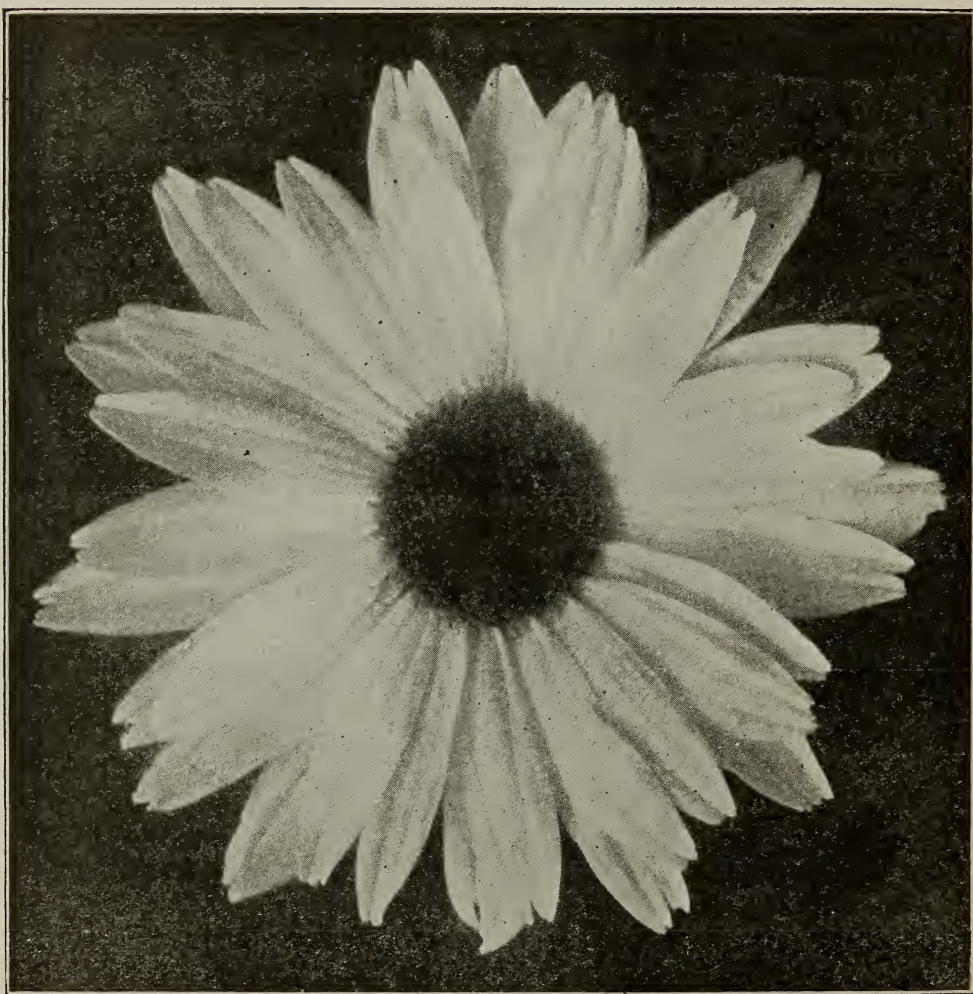
flower possesses all the above qualities. Many new and graceful forms have lately appeared among the "**Shasta Daisies**" and well marked colors are now appearing in a flower which was never before seen except in white. Some are almost perpetual bloomers, and lately some perfectly double ones have appeared.

We offer "**Shasta**" only this season; do not ask for any of the others, unless you may desire to purchase the complete stock and control of some of them. The others will be introduced as soon as sufficient plants to supply customers can be produced. **Plants**, each, 50c; five, \$1.50; ten, \$2.50; hundred, \$20.

Seeds, in sealed packets containing one hundred seeds each, per packet, 50c; per ten packets, \$3; per hundred packets, \$20.

Directions for planting on each packet of seeds.

LUTHER BURBANK.



"SHASTA DAISY"

"The Burbank Potato, Burbank Plum and Wickson Plum are themselves sufficient to make him a reputation. I suspect, however, that his Shasta Daisy will in time appeal to more people and prove a more lasting benefit to mankind than his fruits. If it bears out its promise in other climes, it will be a joy to the commonest garden. It is a long stemmed, hardy, white daisy with very large flowers."—*Prof. L. H. Bailey of Cornell University.*

"Probably Luther Burbank has done no more striking popular thing than the origination of the splendid blossoms which appear upon this page, The type of blossom to which it belongs is of splendid decorative effect—and is now, perhaps, more widely appreciated than ever. An adjacent engraving shows a snap shot of a few square feet of Shasta Daisies—Mr. Burbank's improved Marguerite. It shows the profusion of the bloom. and when it is known that under good culture each individual bloom may attain a diameter of over four inches, some idea can be had of the dazzling whiteness and glowing gold of the display they make."—*Pacific Rural Press.*

"None of these things, however, are more stunning in their Park and Garden possibilities than the Shasta Daisy. The very abundant flowers of the purest white, are often four inches across. There are several rows of petals and the type is breaking into new forms and colors. The new perennial candidate for election to garden honors from the Gulf of Mexico to Hudson Bay (so wide is its range of climatic endurance), was, as noted, developed from coarse, ill-smelling rowdy weeds."—*Prof. Charles Howard Shinn, in "Land of Sunshine."*

"Mr. Leedham also has some fine flowers of the new Shasta Daisy, the great yellow-breasted, triple white-crowned flower which Burbank of Santa Rosa has developed from the field daisy of the Eastern meadows. It means something to say 'She's a Daisy' when a comparison is drawn of the new Shasta Daisy."—*Santa Cruz Surf.*

"I have watched the development of the Shasta Daisy in Mr. Burbank's grounds for several years past, and pronounce it the best white flower for garden and house decoration which I have ever seen. It is worthy of all the praises bestowed upon it."—*Carl Purdy.*

BURBANK'S "SHASTA DAISIES"

He took the little daisy
By the dusty roadside growing;
He touched it with his magic wand
And set its petals blowing.

From the dingy, ragged blossom,
(A weed of the weeds that grow)
He made a stately flower,
As white as the drifting snow.

No longer by the roadsides,
But in garden and mansion and hall,
It sheds its queenly beauty,
Admired and praised by all.

It crowns each great occasion;
To the fair bride lends its grace;
And its delicate purity softens
Even the dead, cold face.

O, matchless Wizard, a lesson,
We would learn of your patience and art,
Then we, too, may make flowers
From the weeds of the human heart.

Taking the weeds of inaction
That crowd in the dusty glooms,
By loving thoughts and words and deeds
Make character's snowy blooms.



SHASTA DAISIES AT HOME